



HW Staple Foods in Hong Kong, China

January 2026

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HW Staple Foods in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Local consumers making healthier choices when it comes to staple foods

INDUSTRY PERFORMANCE

Local consumers making healthier choices when it comes to staple foods

Consumers turning to healthier options when shopping for baked goods

Vegetarian claims gain traction as consumers make more ethical purchasing decisions

WHAT'S NEXT

Growing emphasis on ingredient lists expected to inform market development

Organic claims set to see mixed results across staple foods

Focus on plant-based diets set to inform new product development

CATEGORY DATA

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Health and Wellness in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Interest in health and wellness grows despite financial pressures

INDUSTRY PERFORMANCE

Better for you and functional claims on the rise as health awareness grows

Clean label trend fuelling demand for natural and organic claims

WHAT'S NEXT

Plant-based diets and natural ingredients set to receive growing interest

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